

THE ORANGE BATTLE



The brief: Every year our client looks for new and exciting teambuilding ideas to surprise and delight a staff of fifty, who have no idea where they are going!

Our Solution: Our proposal was to enrol the company in the annual “Battle of the Oranges” in the Italian town of Ivrea outside Turin. To make it extra special this was the first time a British team has ever entered. The trip incorporated a 2-night stay in the 4-star Townhouse hotel in the centre of Turin, with all private transfers and dinner included both nights in reserved restaurants.

Those all important extras:

- Inspection visit organised for directors in advance.
- Entrance fee and registration for the “Battle”.
- Costumes personalised with Union Jack for the team.
- Pre-battle lunch organised in the Chess Team club headquarters.
- Pride of place given to British team in procession through city.
- Complimentary upgrade at hotel for over half rooms to Junior suite.
- Excursion to shopping outlet for winter sales
- Escorted from London by a Tastes of Italy Director.

"Every year we take our 50-strong team abroad for a team building weekend. We never tell them where we are going or what we are doing. The Battle of Oranges was a completely crazy event and we made history becoming the first British team to take part, resulting in valuable press coverage locally and in Italy. Tastes of Italy exceeded every expectation in making it happen."

Allan H. Director Cromwell Press – **Battle of Oranges**, February 2007

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